

EMPIRE LIFE INFORMATION CIRCULAR

DATE: December 7, 2016

N°. 2016-29

CATEGORY: INSURANCE

TO: Managing General Agents, Associate General Agents, Advisors, General Agents, Independent Financial Advisors and National Accounts

SUBJECT: **Announcing Empire Life CI Protect Plus™
– Comprehensive Critical Illness Insurance That Helps Protect Your Way of Life**

Empire Life is pleased to announce the launch of **Empire Life CI Protect Plus**, a comprehensive critical illness insurance (CI) solution available for sale starting on December 7, 2016.

Comprehensive CI Solution for Critical Illness Protection

Empire Life CI Protect *Plus* critical illness insurance provides:

-  **Comprehensive CI Coverage** - covers 25 critical illness conditions
-  **Extra protection** - three built-in benefits with no additional premiums
-  **Customized solution** – Six optional riders & benefits to help create a tailored solution
-  **Premium back option** - Return of Premium rider at surrender/maturity available

Competitive Premiums

Competitive Premiums vs. Top Market Share Leaders in CI

Male, age 35, non-smoker, \$100,000	Annual Premiums*	
	T10**	T75
Empire Life CI Protect Plus	\$389	\$991
Competitive CI product A	\$385	\$1,021
Competitive CI product B	\$402	\$1,002
Competitive CI product C	\$395	\$1,075
Competitive CI product D	\$402	\$1,325
Competitive CI product E	\$388	\$1,033

* Premiums for the 5 competitive products are based on LifeGuide quotes on November 2, 2016. The 5 products are Sun Life CII (product A), Industrial Alliance Transition (product B), Manulife Lifecheque (product C), Desjardins Harmony (product D) and Canada Life LifeAdvance (product E). CI Protect Plus premiums shown are as of December 7, 2016. All premiums are for standard risk and without return of premium.

** Annual premiums shown for T10 are for the first 10 years only.

Product Highlights

Issue ages (nearest)	18 to 65
Coverage Amount	\$25,000 to \$2,000,000
Covered Conditions	25 covered conditions (Please refer to the Guide to CI Protect Plus Covered Illnesses' Definitions for a complete list of covered conditions and specific definitions of each condition)

Product Highlights (con't)

Plan types	CI Protect Plus 10 <ul style="list-style-type: none">10-year renewable and convertible critical illness insurance to age 75 with guaranteed premium rates that increase every 10 years CI Protect Plus 75 <ul style="list-style-type: none">critical illness insurance to age 75 with guaranteed level premium rates
Coverage type	Single life Multi-life (maximum 2 lives)
UW classifications	Standard classes: <ul style="list-style-type: none">Non-smokerSmoker Substandard rating available
Built-in benefits	Three built-in benefits available: <ul style="list-style-type: none">Death benefit of \$1,000Non-life threatening illness benefitMedical concierge services (non-contractual)
Return of Premium Rider at Surrender/ Maturity	<ul style="list-style-type: none">Issue ages: 18 to 55 (age nearest)Can return a percentage of eligible premiums paid. The percentage ranges from 70-100% depending on life insured's attained age, starts at the later of:<ul style="list-style-type: none">Life insured's attained age 60; andThe 15th coverage anniversary.

To Apply

Simply complete our Life and Health Insurance Application (D-0082) and the **NEW CI Protect Plus insert (D-0082C)** to apply for CI Protect Plus.

Note:

- Do not complete the Adult Full Question set in the Life and Health Insurance Application (D-0082). Instead, just complete the insert (D-0082C) which has the health questionnaire set specifically designed for applying for CI Protect Plus.

Transition Rule

To add a CI Protect Plus rider to any pending "in the mill" Solution Series or EstateMax business, a request can be sent to New Business along with a completed **CI Protect Plus insert (D-0082C)** and a new illustration.

Note: Adding any coverage to a pending application is subject to our business rules, and if, as a result, the policy is issued on January 1, 2017 or after, G3 rules will apply.

Reference

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